

FIRST COAST NEWS



A GANNETT COMPANY

	WTLV-TV
Primary AE:	Jim Quinn
Sales Office:	T-PH
Sales Region:	NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EQM/EOC
Agency Commission:	15%

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	50	\$17,315.00	\$14,717.75

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$17,315.00	\$14,717.75	0.00
Totals	50	\$17,315.00	\$14,717.75	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$3,787.66
WCWJ	2%	\$1,082.19
WJXT	33%	\$17,856.09
WJXX	7%	\$3,787.66
WTEV	19%	\$10,280.78

alt

[illegible]

Order / Rev: 711785
 Alt Order #: 6305113
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Soderberg, N/ D/ State Senate
 Product Desc: SODERBERG FOR SENATE
 Estimate: 583

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTLV	10/17/12	10/22/12	530a-6a 530a-6a	CM	530a-6a	M-WT---	:30	3	\$450.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/12	10/23/12	M-WT---	3		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		[CR]													
N 2	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MT-T---	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MT-T---	2		\$900.00		0.00						
N 3	WTLV	10/17/12	10/19/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	--W-F--	:30	2	\$950.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W-F--	2		\$950.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/15/12-10/21/12		M-F 6-7a	6a-7a		(6:30 AM-7:00 A--W--F----	:30		(\$950.00)		0.00	NM		
		Credited													
		[CR]													
2	WTLV	10/15/12-10/21/12		M-F 6-7a	6a-7a		(6:30 AM-7:00 A--W--F----	:30		(\$950.00)		0.00	NM		
		Credited													
		[CR]													
N 4	WTLV	10/16/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	MTWTF--	4		\$800.00		0.00						
N 14	WTLV	10/17/12	10/22/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-W-F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/17/12	10/23/12	M-W-F--	2		\$1,000.00		0.00						
N 16	WTLV	10/18/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M--T---	:30	2	\$1,200.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/18/12	10/24/12	M--T---	2		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/18/12-10/24/12		M-F 730-8p	M-F 7:30p-8p		M--Th-----	:30		(\$1,200.00)		0.00	NM		
		Credited													
		[CR]													
2	WTLV	10/18/12-10/24/12		M-F 730-8p	M-F 7:30p-8p		M--Th-----	:30		(\$1,200.00)		0.00	NM		
		Credited													
		[CR]													
N 17	WTLV	10/22/12	10/22/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$1,400.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/22/12-10/28/12		Mon Prime Other	Various		(8:00 PM-10:00 M-----	:30		(\$1,400.00)		0.00	NM		
		Credited													
		[CR]													
													Totals	50	\$17,315.00